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Implementing Promotional Strategies And Improving Business Image At Sleman Industrial And Trade Offices On The Development Of MSME's In Sleman District

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Abstract

This research is research that examines promotion strategies and improving the image of MSME businesses implemented by the Sleman Regency Industry and Trade Service. This research uses a qualitative approach by involving the analysis unit in the process of collecting data and information through direct observation and interviews. This research is a form of the results of observations and interviews that the author conducted during the internship period. Some of the promotional strategies and improving the business image implemented by the Department of Industry and Trade are involving MSMEs in the Sleman area at the Craft Exhibition, building a jadah tempe education tourism center, and holding a virtual MSME business expo or exhibition. The findings from this research are that the promotion strategy and image improvement of MSMEs has been successfully implemented effectively as shown by the increase in the number of MSMEs per year, increasing sales, and forming a good brand image in the minds of customers.

Keywords: Sleman Regency Industry and Trade Service, Improving Business Image, Increasing the Number of MSMEs, Promotion Strategy, MSMEs.

INTRODUCTION

Department of Industry and Trade District Sleman is an agency of the Sleman Regency Government which has one sector, namely the Industrial Sector, which has the task of carrying

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out production development and development, industrial business development, as well as industrial supervision and control. Some of these tasks include developing community industrial businesses, namely by involving MSMEs (Micro, Small and Medium Enterprises) in the Sleman Regency area in carrying out their duties. District Trade and Industry Department. Sleman has several activities that are held every year, namely helping and supporting MSMEs registered with the Industry and Trade Service in terms of carrying out promotions and sales by holding exhibitions.

Increasing the number of creative industry entrepreneurs on the MSME scale in Indonesia. This increase in MSMEs must be supported by several factors so that these businesses can experience development. Several of these factors can start from providing support in implementing technology, business conditions, environment, facilities and infrastructure, to promotion (Ariani, 2017). The development of MSMEs is occurring massively in line with the very dynamic development of the business world among society. MSME players aim to maximize their profits in terms of sales volume. Therefore, how to market products from MSMEs is the most important aspect that MSME players must pay attention to. The strategy that can be implemented is to increase product promotions to maximize profits through sales volume so that it can provide long-term benefits for the sustainability of the MSMEs. Some promotional media that can be carried out are by participating in exhibitions, business expo events, email, social media, websites, magazines, newspapers, television, radio and the internet (Prakoso and Negoro, 2017).

In this case, Disperindag Kab. Sleman holds an annual event in the form of an exhibition or Expo called Virtual MSMEs and IKM Sleman. This Virtual Expo was held as a virtual exhibition media by promoting and introducing various superior products from MSMEs (Micro, Small and Medium Industries) and IKM (Small and Medium Industries) especially in Sleman Regency. This exhibition was held in the Upakarti Gallery exhibition space and the Dekranasda Building. Exhibition event organized by Disperindag Kab. Sleman was carried out as a solution for implementing appropriate promotional strategies to increase brand awareness among the public and increase sales volume and the image of MSME businesses marketed at the event.

Apart from efforts to increase promotion by implementing a promotional strategy in the form of establishing an annual Virtual MSME Expo event, Disperindag also strives to improve the business image by curating MSME products and selecting several MSME products that have guaranteed quality. Some of these MSMEs will later be used as representatives or representatives of several MSMEs in Jogja to then be used as benchmarks for other MSMEs in terms of improving

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the quality and quality of products in order to give a good business impression or image in the minds of the public. One of the strategies carried out by Disperindag Kab. Sleman is holding many official expo events by the Department of Industry and Trade. Apart from that, Disperindag also collects data and acts as a media agency that oversees various MSMEs in the Sleman area to participate in expo events at various music events, sports tournaments and several other events. This effort was carried out as a promotional strategy from the Department of Industry and Trade to market MSMEs and SMEs, especially in the district area. Sleman with the hope of improving the image of the MSME business. Business image is one of the key factors so that MSMEs can develop and run sustainably. This effort was carried out by the Department of Industry and Trade to realize the agency's mission, namely to create a region with creative and innovative economic conditions in order to improve people's welfare and develop adequate facilities and infrastructure to provide support in realizing a smart district.

During the very dynamic development of the business world in the MSME sector, the business image of an MSME plays an important role in contributing to the sustainability of the MSME business itself. The issues and problems found were that efforts to improve the business image carried out by MSMEs were less effective and there were no parties who were able to provide guidance or act as a forum for business actors to improve their business image. Brand image is an intangible asset which is an important aspect for a business in influencing the public's perspective on a brand. According to Yang, et al (2017) a business builds their brand image indirectly with a strategy that can increase the number of sales volumes and brands in its product portfolio. One way for MSME businesses to strengthen their brand identification and image is by developing their brand portfolio by including new products. Based on the latest research conducted by Mulyono and Pasaribu (2021), it was found that consumer purchasing decisions are influenced by a good brand image of a business. Therefore, Disperindag Kab. Sleman has made several efforts as explained above to improve brand image which can influence consumer purchasing decisions. Thus, this can increase the sales volume and profits of MSMEs to be able to maintain their existence.

RESEARCH PURPOSE

The following are some of the objectives of this research:

1. Understand and then explain the implementation of MSME promotion strategies carried out by the District Industry and Trade Department. Sleman.

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2. Understand and then explain the strategies for improving the image of MSME businesses carried out by the District Industry and Trade Department. Sleman.
3. Identify and then explain the level of effectiveness and significance of implementing promotional strategies and improving the image of MSME businesses carried out by the District Industry and Trade Department. Sleman.

Theoretical Insight

` Marketing is a series of activities that include many things and activities that are interconnected with actions to create benefits or value that can be obtained. Marketing itself is being able to change the location or position of an item from one place to another and then being able to make changes in terms of ownership through buying and selling transactions of the item. Marketing itself is also an activity that collaborates with the flow of goods and services between producers and consumers. The marketing concept is needed in the implementation of marketing activities to determine market needs, and marketing must also be differentiated from sales. Marketing itself has the main task of maximizing customer satisfaction, while sales is maximizing the sales volume of a company.

According to Kotler and Keller (2009), "marketing is one of the main activities that needs to be carried out by companies operating in the services and goods sector in an effort to maintain the company's survival, or in other words the company's ability to survive". In conclusion, marketing is identifying and fulfilling human and social needs, and its aim is to fulfill human needs and human expectations, so it can be said that the success of a company comes from success. marketing. According to Kotler and Keller (2009), "Marketing's task is not to find the right customers for the product, but to find the right product for the customer." In marketing management, there are four main factors that guarantee the success of product marketing, namely product, price, location and promotion.

Promotion in the world of marketing is defined as a whole series of activities that include all activities in an effort to improve or develop something that emphasizes the development of the brand, product or agency itself (Feriyan et al., 2018). According to Selestio et al (2016), promises are a means of communication for a buyer and seller to communicate the benefits and advantages of a product which can then make it easier for consumers to recognize the product being promoted.

Promotion is an activity that is closely related to sales. Therefore, promotions will have a

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positive impact on company sales. This was then reinforced by Rohaeni (2016) who said that companies must be able to carry out and implement appropriate promotional strategies in order to carry out appropriate communication processes and product delivery to consumers with the aim of increasing product sales. Sulistio (2021) stated that promotions have several indicators or ways to measure whether a company has succeeded in implementing good product or service promotions or not. Several aspects that can be used as benchmarks for an effective promotional strategy are as follows:

1. Promotions carried out can provide clear information delivery.
2. Can relate the credibility of a product or service brand.
3. Able to establish personal relationships with the target market.
4. Provide motivation for customers.
5. Able to create customer loyalty.

The brand image of a business is a perception that describes the overall behavior of the organization and its relationship with stakeholders that is formed over time. The agency's reputation has a major influence on the purchasing process and consumer experience (Yanuar & Syah, 2013). Another theory was expressed by Kotler and Keller (2009) who define business image as the public's perception of a company or organization related to the business name, architecture, product variations, traditions, ideology, as well as the impression of quality communicated by each employee who interacts with clients. organization.

According to Kasali (2003), business image is a reflection of the identity of an organization or company, where each company or organization has a different image in the minds of the public. According to Sari (2012), there are several indicators that are the basis for forming the image of a business, namely as follows:

a. Personality: contains the overall characteristics of the business that are understood by the target company, such as that the business is trustworthy and has a good identity or experience with the business.

b. Reputation: contains the rights of buyers or customers that have been successfully fulfilled by the seller, such as buyers getting quality products at affordable prices.

c. Values: values possessed by a business, such as a business culture with a responsive and agile management attitude, or a product that has high quality and a fast response to market demand.

d. Business identity: a business can be well recognized by consumers through its identity such as logos, colors, slogans, or products that are considered to have different characteristics from its

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competitors.

The definition of MSMEs according to the Ministry of Cooperatives and UMKM in Aufar (2014) Small Businesses including Micro Businesses are a business entity that is recorded as having a net worth of at most Rp. 200,000,000 which does not include land and buildings where businesses are recorded and have annual sales proceeds of a maximum of Rp. 1,000,000,000. Meanwhile, Medium Business is a business entity that is registered as a business owned by Indonesian citizens who have a net worth of greater than Rp. 200,000,000 s.d. Rp. 1,000,000,000 which does not include land and buildings for business premises.

As for another explanation regarding MSMEs (Small, Micro and Medium Enterprises) are trading businesses managed by business entities or individuals which refer to productive economic businesses in accordance with the criteria stipulated by Law Number 20 of 2008. MSMEs are divided into 3, namely Small, Micro and Medium Enterprises. (Darmawan, 2019)

a) Micro Enterprises are businesses or enterprises owned by individuals and/or individual business entities that meet the criteria for micro enterprises as regulated in applicable government regulations. A business is included in the micro business category if it has business capital of a maximum of one (1) billion, excluding land and buildings where the business is located.

b) Small businesses are productive economic businesses that stand alone, carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or are part, either directly or indirectly, of medium or large businesses that meet the criteria as follows: small businesses in accordance with applicable government regulations.

c) Medium Business is a productive economic business that stands alone, carried out by an individual or business entity that is not a subsidiary or branch of a company that is owned, controlled, or is part, either directly or indirectly, with a small business or large business that fulfills medium business. as regulated in applicable government regulations.

From the definitions above, it can be concluded that MSMEs are individual or privately owned businesses and not business entities from subsidiaries of other companies with business capital criteria that have indicators that have been determined based on the Law.

RESULT AND DISCUSSION

The role of the Sleman Regency Industry and Trade Service is as an agency that houses, accommodates, provides guidance, supervision, and promotes MSME businesses which are creative industries that are developing in society, especially in the Sleman Regency area.

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Promotional activities carried out by the Sleman Regency Industry and Trade Department are an effort to help MSMEs in increasing the sales volume of these MSME creative products.

Promotional activities are one of the marketing efforts that can be carried out by a business or certain agency in order to increase brand awareness among the public. The focus of the problem faced by MSMEs in Sleman Regency is the use and use of promotional media to introduce their products. In this case, the Sleman Regency Industry and Trade Department is a forum for MSME players to become a media for promoting MSME products through several specific methods and strategies.

According to Lamb et al (2009) a promotional strategy is any activity plan designed with the aim of optimal use of several promotional elements, namely advertising, public relations, personal selling and product sales promotion. In this case, Disperindag is the party or agency that accommodates MSMEs to carry out product promotions through a direct approach between the product being marketed and consumers who are the target market which can make consumers interested in purchasing the product. Disperindag sees this promotional activity as one of the most important aspects in providing long-term effects, especially in terms of increasing business existence by achieving high sales volumes for MSMEs. This is in accordance with the opinion of Arnold (1996) who states that promotions can have long-term effects and can influence consumer perceptions and build the image of a business brand.

The promotional strategy implemented by the Department of Industry and Trade in an effort to increase the promotion of MSMEs is by carrying out virtual promotions and direct promotions (Direct Marketing) offline through several events held in the form of craft exhibitions or other creative products from MSME businesses. Several implementation strategies for promoting MSME products carried out by the Sleman Regency Industry and Trade Department are as follows: IKM Virtual Expo is a virtual promotional media created by the Sleman Department of Industry and Trade which is a promotional media to accommodate the promotion of MSME products in the Sleman Region. Head of the Business and Trade Division of the Sleman Industry and Trade Department, Mrs. Kurnia Astuti, stated that the IKM Virtual Sleman Expo is an exhibition media that was created to be a medium for showcasing product galleries from IKM (Small and Medium Industries) in Sleman Regency and is considered good and suitable for use. promoted.

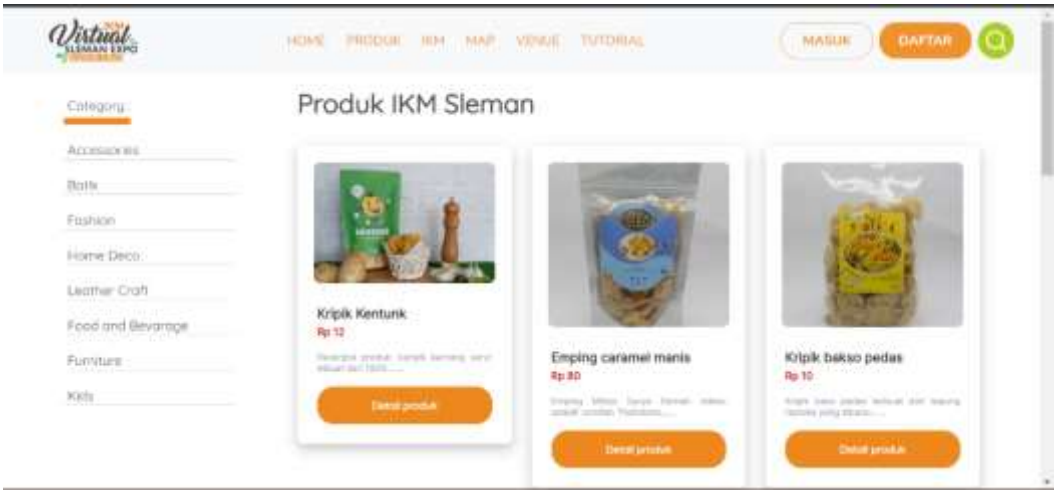
It was recorded that at the IKM Virtual Sleman Expo, there were 160 IKMs participating with various types of products on display at the Virtual Sleman Expo. Of the 160 MSMEs, there are 9 MSMEs for accessories products, 11 MSMEs for Batik products, 18 MSMEs for Fashion products,

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16 MSMEs for home decoration products, 8 MSMEs for leather craft products, 70 MSMEs for food, 21 MSMEs for drinks, 3 MSMEs for children's equipment. , and 4 MSMEs for furniture and household equipment. The Head of the Sleman Industry and Trade Service, Mrs. Mae Rusmi Suryaningsih, hopes that the IKM Virtual Sleman Expo will be the right solution for MSMEs to become a product marketing medium that can be accessed online and in real time.

As for using the IKM Virtual Sleman Expo website itself, you can access the slemanexpo.com website. Through this website, visitors can then enter the Upakarti Sleman Gallery virtually. The display of the IKM Virtual Sleman Expo page is presented in Pictures 1 below:



Pictures 1. IKM Virtual Sleman Expo web display

The IKM Virtual Sleman Expo was created with the aim of introducing MSME products in the Sleman Regency area. This effort is a form of online marketing effort by allowing the public to access the IKM Virtual Sleman Expo page and be able to see MSME products directly and is expected to provide brand awareness for the public regarding Sleman Regency MSME products.

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The next promotional strategy for MSME products is a promotional strategy by participating or taking part in the 2023 Indonesian Crafts Exhibition. The Yogyakarta Special Region National Crafts Council (Dekranasda), DIY Regional Government (Pemda) together with Aaliyah support the Indonesian economy through the Indonesian Crafts Exhibition. This exhibition was held as a form of media campaign for MSME players to show their quality and attractiveness to the public. Apart from that, this strategy is also implemented to become a means for exchanging information between business actors so that they can produce information related to product promotion strategies that can be carried out.



Pictures 2. Participation of the Sleman Industry and Trade Department in the Indonesian Crafts Exhibition

This strategy was carried out by the Sleman Department of Industry and Trade with assistance from the Sleman Dekranasda to participate in the event. Some of the products promoted at the event were products in the categories of batik crafts, metal crafts, wood crafts, leather crafts, and ceramic crafts and several products from other creative industries. During the internship, the author obtained information from the Head of Business and Trade, Mrs. Kurnia

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Astuti, that with a promotional strategy through participation in this craft exhibition, Disperindag can help increase brand awareness and sales for MSMEs with selected products. On 9-12 June 2022, Dekranasda included MSMEs in Sleman Regency through the Department of Industry and Trade to showcase several MSME products at the event. Several MSMEs that were selected and considered to have potential for development were included in the event. It is hoped that this offline promotional strategy implemented will be able to increase brand awareness and a good business image in the minds of visitors.

The strategy of improving business image is an important aspect that must be carried out by the Sleman Regency Industry and Trade Department as an agency that plays a role in this field. This improvement in business image was carried out as an effort to introduce MSME products by providing education regarding the process of making a product which is a representation of MSMEs in Sleman Regency. According to Jefkins (2016), business image is something related to a business to build a positive image or reputation in the minds of the public. This business image is an aspect that is easily remembered and identified by the public related to the brand equity of a business itself.

The strategy implemented by the Department of Industry and Trade in an effort to improve a positive business image in the community is to build promotional houses and educational tours specifically for Jadah Tempe products which are a representation of MSMEs in the Sleman Regency area. This strategy is implemented by Disperindag building public facilities in the form of promotional houses and at the same time providing educational tourism for visitors regarding the management of tempeh jadah. It is hoped that with this strategy, Disperindag can improve the positive image of Sleman Regency MSME businesses among the community, especially for visitors to promotional houses and educational tours.

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Figure 3 House of Promotion and Educational Tourism at the Jadah Tempe Industrial Center

The inauguration of the Jadah Tempe Promotion and Education Tourism Center House and the Inauguration of the Industrial Center was inaugurated by the Regent of Sleman Dra. Hj. Kustini Sri Purnomo during the internship period, namely on Sunday 25 June 2023. The Sleman Regency Industry and Trade Service built this facility in order to optimize the development of center-based industrial business actors and with the aim of providing awareness to the community regarding the image of business, especially in centers Jadah Tempe industry. The Jadah Tempe Promotion and Educational Tourism House facility allows visitors to learn and find out about the history and local wisdom-based production process of "Jadah Tempe."

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This facility is also useful as a public and community meeting place which is equipped with a product gallery area which makes it easy for visitors to shop for souvenirs typical of Sleman and its surroundings. The location of the Jadah Tempe Promotional and Educational Tourism House is Tlogo Putri Sleman. This location was chosen based on the consideration that this location is very strategic, close to the Kaliurang Sleman Tourist Park and adds to my attraction to this place.



Figure 4 Promotional Home Souvenir Products and Jadah Tempe Educational Tourism

Head of the Business and Trade Division of the Sleman Industry and Trade Department, Mrs. Kurnia Astuti, stated that the construction of public facilities in the form of the Jadah Tempe Promotional and Educational Tourism House was built using the Special Allocation Fund (DAK) budget of the Indonesian Ministry of Industry for Fiscal Year 2022. These funds were provided by the Ministry of Industry in the context of provide special funding allocations to develop and improve the image and promotion of MSMEs through the construction of public facilities that can become tourist attractions as well as learning centers for getting to know MSME products in an area.

CONCLUSION

The Sleman Regency Industry and Trade Service (Disperindag) has an important role as the

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person responsible, facilitator and supporter for Micro, Small and Medium Enterprises (MSMEs) in efforts to foster, supervise and promote creative products in the Sleman Regency area. Disperindag Sleman is a forum to facilitate MSMEs in carrying out product promotions, including the use of online media through the IKM Virtual Sleman Expo website. The Sleman Industry and Trade Department implements a promotional strategy that includes virtual and direct promotions (Direct Marketing) through various events and exhibitions to increase brand awareness and sales of MSME products. IKM Virtual Sleman Expo is an important platform for promoting MSME products online, involving many MSMEs and product categories. Participation in the 2023 Indonesian Crafts Exhibition is an offline strategy that has been successfully implemented to increase sales, especially in the fashion and F&B sectors. The Sleman Industry and Trade Department is also implementing a strategy to improve its business image by building a Promotion House and Educational Tourism Center for the Jadah Tempe Industrial Center as a representation of Sleman MSMEs. The promotion and business image improvement strategy implemented by the Sleman Industry and Trade Department has proven to provide positive results, increasing brand awareness, sales and growth in the number of MSMEs in Sleman Regency.

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